

## **If MSB delivered meals this is how we would do it.....**

India is inspiring on so many levels but I was unprepared for the impact the Bombay version of 'meals on wheels' had on me. Luckily, the MySupportBroker tech team is Indian – it is lucky for us as they are fantastic and lucky for me as I get to go there and work with them for a week each year. Morning coffee time at Western Station Bombay (*"Stop saying Mumbai Sinéad" my local friends chastise me "we still say Bombay"*) and I come across the Dabbawalas for the first time. I thought at MSB we had made good progress on being a highly efficient, low cost, peer to peer, personalised customer service with a flat structure and self-managing culture, but that was before I met the Dabbawalas.

The 5000 Dabbawalas deliver 200,000 lunches (dabbas) every week day and have been operating since 1890. They collect the homemade lunch from individual houses on the outskirts of Bombay in the morning and deliver to the intended family members in offices and schools for lunch time. They use public transport, bikes and wooden trollies. No GPS, no identifying bar codes or any form of technology but use colour codes on each dabba (lunch tin) as few of the Dabbawalas can read. They have an error rate of 1 in a million, but this is no 'mass production' approach – each meal is highly personalised as it is cooked at the persons home to meet their individual religious observances, dietary requirements and personal taste. The Dabbawalas all belong to the one association with a flat structure. There are no bosses, instead there is a governing body, team leaders and all the Dabbawalas. They share the income equally among themselves. When a vacancy occurs the new Dabbawalas are recruited on a peer to peer basis from their sect. They each bring two bikes for their Dabbawala bike share, a wooden crate with wheels and money for their hat.....and for this the customers pay \$10 per month. <https://www.youtube.com/watch?v=fTkGDXRnR9I&sns=em>

Next up for MSB? A Dabbawala review of our structure, systems and processes!